

# BARBARE

FROM TBILISI,  
GEORGIA/  
EXPERIMENTER/  
MUSIC ENTHUSIAST/  
LOVER OF FONTS  
AND ALL THINGS  
FUNK/  
RAISED ON  
CURIOSITY AND  
CARBS

MY DIGITAL  
FOOTPRINTS

/ LINKEDIN  
/ PORTFOLIO  
/ SPOTIFY

# SAIKODZE

Led by curiosity, I'm drawn to the in-between space where storytelling meets strategy. With a background shaped by cultural contrasts and a mind wired for observation, I enjoy finding patterns in unexpected places - the kind that spark ideas worth chasing. I approach each project with both a sense of play and precision. Believing that good ideas often start with small obsessions and grow through deliberate attention, I care deeply about words, visuals, and the spark that links them. Off-projects, you'll find me curating playlists, experimenting in the kitchen, wandering through new streets, or gathering visuals for my next creation.

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BARBARESAIKODZE@GMAIL.COM

## EDUCATION

2023 - Current  
**BREDA UNIVERSITY  
OF APPLIED SCIENCES**

**BA MEDIA AND  
ENTERTAINMENT  
MANAGEMENT**

/ Audio Visual  
Specialisation  
/ Community Team  
Member

## EXPERIENCE

Aug 2024 - Current  
**BREDA UNIVERSITY  
OF APPLIED SCIENCES**

**AV CONCEPT AND MARKETING  
COMMUNICATIONS  
DESIGNER**

/ Strategizing and  
executing audio-visual  
elements for campus  
events and club  
activities to maximise  
visibillity and  
engagement

## PROJECTS

2025

**CROSS-BORDER BRAND COMMUNICATION**

**CREATIVE**

/ Won 1st place in international brand challenge for  
Mondelēz's Philadelphia Plant-Based  
/ Led research, strategy, and creative ideation  
under real client brief  
/ Collaborated with students from 6 countries to  
deliver a full concept in 5 days

2024

**I, WOOD: INSIDE DIEDERICK KRAAIJEVELD'S  
PRACTICE [SHORT DOCUMENTARY]**

**DIRECTOR**

/ Developed and directed a short documentary on  
the Dutch artist Diederick Kraaijeveld  
/ Lead all aspects of production from storytelling and  
cinematography to editing and post  
production, ensuring a visually compelling and  
cohesive film

2024

**BREDA PHOTO X ITP [CAMPAIGN VIDEO]**

**DIRECTOR**

/ Directed and conceptualised a promotional video  
to highlight key aspects of the BredaPhoto Festival  
and raise awareness of it's International Talent  
Program [ITP]

2024

**NEVER TOO OLD [SHORT FILM]**

**DIRECTOR**

/ Won Best Directing Award at the BUas Short Film  
Festival  
/ Led the creative direction of a short film  
/ Overseeing story development, casting and  
post-production

2024

**CRUSH DISPATCH [WEBSITE]**

**ART DIRECTOR**

/ Conceptualized and co-designed the visual  
identity and user experience  
/ Wrote all copy and messaging tone to  
reflect the playful, anonymous love-letter concept